THE COLUMBIA. "The Havoe"...... THE NATIONAL CHASE'S. THE ACADEMY. THE GAYETY THE LYCEUM. THE CASINO.

THE COSMOS. THE MAJESTIC.

THE AVENUE GRAND,

THE VIRGINIA. THE ALHAMBRA.

"Marriage a la Carte" is the title of a alone with God. new musical comedy by C. M. S. Mc-Lelian and Ivan Caryll, which is to be seen at the Belasco Theater Christmas week, starting with a matinee on Mon-Chicken," there is every probability that the managerial promise of a brilliant atwrote a more sparkling book than McLellan at his best, and few have the same knack of introducing catchy lilts into melodies that deserve classification as good music as has Ivan Caryll, who for so many years has been Lon-

traction. It lists among its attractions, however, the Bessie Abott Opera Company, which has established itself as one

book, while Gus Edwards and numerous ginia mountains near Lexington that Mr. book, while Gus Edwards and numerous others supplied the tuneful music. The work is in three acts and thirteen scenes. In addition to a chorus, described as "seventy-five Anna Heid girls," the merrymakers include Bickel and Watson, Bert Williams, Bobby North, Billie Reeves, W. Wania, imperial Russian dancer; Harry Pilcer, William C. Schrode, Quigg and Nickerson, Peter Swift, Max Schenck, Fannie Brice, Shirley Kellogg, Lillian St. Clair, Vera Maxwell, Arline Boley, Margaret Morris, Fawn Conway. Boley, Margaret Morris, Fawn Conway, Florence Gardner, Lottie Vernon, Betty Lydia Scott, and Miss Lillian Lorraine. Besides the Wednesday and Saturday matinees, there will be a special Christof which are at special prices.

is enabling this clever young actress to mond, Va. enhance the wonderful impression she created by her portrayal of Annie Jeffries in "The Third Degree," is "The Deserters," a military play by Robert who come to the Gayety Theater, begin-Peyton Carter and Anna Alice Chapin, who come to the Gayety Theater, begin-which enjoyed a successful engagement ning next weeks have been going on at at the Hudson Theater, New York, where a record pace all season. There is the in a prologue and four acts. The original production and cast will be the same doing, and a score of special features here as during its run in New York. In that occur in rapid succession. Messrs. In their latest comedy success. Ansdell release on bond, are taking no chances addition to Miss Ware, the company Jacobs and Jermon have been fortunate numbers such well-known and capable in securing the services of Miss Adeline players as Orme Caldara, Lotta Linthi-Roatini, an operatic soloist, with a voice Isabell Garrison, John Charles, James J. seldom heard here. Howard, and Eleanor Stuart.

Chase's next week will let Christmas melody and jollity abound in greater laughable bill which will be submitted has resulted from months of previous consideration and preparation, for the big and little folks of Washington have ranged for vaudeville patrons of the come to look upon Chase's as an in- Casino Theater next week. The feature

Jessie Brown. They will appear in their the great Baulding, a novelty juggler, that characteristic blend of melody and mirth, the stream of the same burgle with the same process. which strikes a new note of novelty and in the air as neatly as some juggle with originality, introducing "May and December," "Bugs." "At MacGregor's Scotch High-ball," "That's Right; No, That's Wrong," and other departures from the beaten path of the past. The supplementary leading attraction will be the George R. Being common in their son, the attractive singing comedienne, son, the attractive singing comedience son, the attractive singing comedienc the George B. Reno company in their son, the attractive singing comedienne, musical military fol-de-rol, entitled The in character songs, with changes of ap-Misfit Army." F. Semon, an eccentric comedian whose formance amusing eccentricities long ago made him inal musical tomfoolery and witty drollinal musical tomfoolers, shown for the first time
in any theater, shown for th jollity into the bill by means of their catchy sings, which they are said diences this week. enliven with infectiously fun-comedy. "Artistic Oddities" is Fox and the Millership sisters. St. Onge and company are another in the skating auditorium at the Arcade circles, being a member of Columbia mirthfully beguiling offering, and the pictorial number will show "A Honeymoon Trip from Canada to Hongkong." Following its immutable rule. Chase's will not increase prices at the Christmas

TO-DAY IN HISTORY.

The Pilgrims at Plymouth Rock-December 22.

Plymouth Rock in 1620. In the history .At 2:15 and 8:15 of the world no little boat load of people accomplished more or contributed more to the civilization than this little band persecution. Mrs. Hemens has beautifully described the landing of the Pil-At 2:15 and 8:15 grim Fathers in poetry:

The breaking waves dashed high, On a stern and rock-bound coast, And the woods against a stormy sky Their giant branches tossed,
And the heavy night hung dark;
The hills and waters o'er,
When a band of exiles moored their bark

On the wild New England shore."

Certainly the records of no such small and of people have been better or more carefully kept, and the fact that mil-derers. ions, perhaps, claim to trace their anhonor the world bestows upon the little band of devout religionists.

The story of the Mayflower looms

The determination of the Pilgrims to make their history-affecting voyage to Plymouth Rock was largely a matter of day, with Emmy Wehlen and Harry Connor at the head of its cast of sixty.

Connor at the head of its cast of sixty. As McLellan was author of "The Belle the pastor, of whom it has been said it of New York," "The Telephone Girl," was hard to judge which was the more and "An American Beauty," and Caryll delighted—he in having such a people, the composer of "The Toreador," "The Duchess of Dantzic," and "The Spring lam Brewster, who was postmaster at Scrooby, was a member, and so was foreign commerce, and in 1847 Lincoln William Bradford, afterward governor of introduced his "spot" resolution in Contraction will be carried out to the letter. the colony at Plymouth and the historian

of the great musical organizations of America, so that its facilities for handling musical attractions are of the very the Academy next week, opening with a have a prominent place on the program. speciai holiday matinee on Monday. The play is a stirring romance of the present The National.

F. Ziegfeld, jr.'s, latest musical revue, pleasing and palatable, and contains an "Follies of 1910," is to be presented at the New National Theater next (Christmas) week. Harry B. Smith wrote the book, while Gus Edwards and numerous transport of the New National Theater next (Christmas) week. Harry B. Smith wrote the book, while Gus Edwards and numerous transport of the New National Theater next (Christmas) week. Harry B. Smith wrote the book, while Gus Edwards and numerous transport of the New National Theater next (Christmas) week. Harry B. Smith wrote the book, while Gus Edwards and numerous transport of the New National Theater next (Christmas) week. Harry B. Smith wrote the book, while Gus Edwards and numerous transport of the New National Theater next (Christmas) week. Harry B. Smith wrote the book, while Gus Edwards and numerous transport of the New National Theater next (Christmas) week. Harry B. Smith wrote the book while tramping through the Virginia was a single parameter of the New National Theater next (Christmas) week. Harry B. Smith wrote the book while tramping through the Virginia was a single parameter of the New National Theater next (Christmas) week. Harry B. Smith wrote the book while tramping through the Virginia was well as well as the Virginia was well as well

Princeton Glee Club.

The Princeton University Giee, Banjo, and Mandolin Clubs will give a novel concert at the New Willard this mas afternoon performance Monday, all evening. Besides an unusual variety of musical selections, there will be introduced bits of comedy The Columbia.

The attraction at the Columbia Theater next week, beginning with a special Christmas matinee Monday, will be an extended tour southward. Fifty-two undergraduates compose the party. They will be graduates compose the party. They will term the columbia to the college of the col and clog dancing. Myron Melvin Par-America's greatest emotional actress, give concerts at Baltimore, Washington, Helen Ware, who is making her first Wilmington, N. C.; Augusta, Ga.; At- Harris, in a snappy talking and singing door was opened. Then he could have tour as a star, under the management lanta, Ga.; Jacksonville, Fla.; Savanof Henry B. Harris. The play which nah, Ga.; Charleston, S. C., and Rich-

The story is told strongest kind of a cast, a host of pretty rum, Howard Hall, Frederick Truesdell, that, for range, sweetness, and purity, is Others Ryan, Lawrence Sheehan, Edward C. in the company are Harry Koler, Signor B. Mykoff and Mile. Kremsa, the noted French pantomimists and whirlwind dancers; Joe Phillips, John Fields, Eva Van Osten, Edna Gill, and a magnificent French ballet, danced by thirty some women, with the Orpheum Comedy Four as a special feature.

An interesting holiday bill has been ardispensable feature of the Yuletide mer- of the programme will be the appearance In the fore will be the recent New of Flint, George and company in a comedy York vaudeville hits, Bert Kalmar and sketch entitled, "A Midnight Mishap," "At MacGregor's Roses in an acrobatic dancing act; Kil- by Prof. Kenneth McKenzie, of the Yale Third in the order of propriate costumes. Three reels of molaughable importance will be Charles tion picture plays will complete the per-

exceptionally popular with the votaries of vaudeville. Mr. Semon is known the The show for next week, not yet an-Feller," and he will offer his most orig- be up to the standard. The feature show the ence and execution the highly trained cult and sensational tumbling and dance ence and execution the highly trained horses of the Italian cavalry. Edwards, Van, and Tierney, three clever, versatile singing comedians, will inject ginger and follity into the bill by means of their

name of the fanciful feature A free-for-all race, open to all skaters morn h will be added by Harry in the District who have never won a ease. Fred prize in open competition, will be held Mr. Stoddart was active in fraternal

this evening.

For the past few weeks the manageRoyal Arch Chapter, No. 5; Columbia ment has been besieged with requests for Commandery, No. 2, Knights Templars, such an event by the many who are and a noble of Almas Temple of Mystic anxious to show their ability in their Shrine. He was also a member of the class. Accordingly, the event will be Sons of the American Revolution, put on this evening and the winners The funeral, under Masonic rites, will

will be suitably rewarded.

To-day is the 290th anniversary of the success of other colonies, and their own vocates of the venture prevailed, and, having decided to go somewhere, where should it be?

Some favored Guiana, "whose rich feet who braved the stormy seas to land in were mines of gold and whose forehead a wilderness in order to escape religious Others favored Virginia, and in du time "Virginia" was decided upon, The proceedings that finally ended in the chartering of the Speedwell, and afterward the Mayflower, were undertaken, and, after many adventures, financial, religious, seafaring-of every kind, December 22, 1620, saw them landed on "Virginia" soil, that turned out to be

The Pilgrims, upon landing, gave the name Plymouth to the colony, in memport from which they sailed. a gloomy Christmas period for the wan-derers. Thousands of miles from home, "on the wild New England shore," with estry to the passengers of the May- snow more than knee deep and no shell flower bears eloquent witness to the ter anywhere, no sadder Christmas could as possible under the circumstances. By larger and larger with each receding the time spring came a south wind had year. Passing the things which other brought warm and fair weather; the adventurers of the time sought, the Pil- birds sang in the woods more pleasantly, grims went out into the wilderness to be and there was unusual cheerfulness about the little colony. When, in April, the Mayflower was dispatched to England, not one of the Pilgrims were ready or willing to return. Just before the following autumn a new colony of emigrants arrived, and everything was progressing to the satisfaction of the grow-

December 22, 1601, occurred the battle where composer (1819); Brig. Gen. J. K. F. For Mansfield (1803); Thomas Wentworth ages, the expense of the outfit, the ill (1848).

Patrons of the New Lyceum Theater ave a rare treat in store for them durequipped with everything new and bright, with hosts of pretty girls, quaint comedians, and singers who can sing. Miss Alice Maude Poole will show a wonderful array of costumes. Clem Bevins, impersonator; Sam Goldman, comedian; Nadell and Bell, and Cole and make up a great bill.

gan, who is deservedly the headline of he could get it out. the Cosmos bill, has prompted the management to continue the esgagement, and ner asked the prisoner the last three days. Noodles is the biggest hit the Cosmos has ever played. Among the new acts to be seen are

ology." Charles Banks will be a feature geant. novelty dancing number. Bernard and the cellroom and lay in wait until the median, will complete the show.

The Avenue Grand.

As the attraction that will inaugurate happening. the new policy at the Avenue Grand this afternoon, Manager Leonard has booked a strong array of vaudeville talent. Raymond, Leighton and Moore, the travesty artists, fresh from a successful tour of and Davenport have a pleasant little of allowing the man to make an effort Geeham, eccentric comedians and vocalists, Lambert and Williams, dancers; Robert McDonald, the mirthful comedian; Cole and Hastings, the dramatic players, and three full reels of motion pictures will round out the bill. Beginning this afternoon, the new policy at the Avenue Grand goes into effect. The United Booking Offices of New York City will furnish the programme for this house. One show be given each afternoon. At the ble. night performances the prices will be 20 changed Mondays and Thursdays.

The Yale University Dramatic Association will give a performance of "The Fan" at the Columbia Theater Friday afternoon, December 30. This famous Italian comedy by Carlo Goldoni has been translated for the use of the Yale boys

tion for a design of the new famous Red consider the matter. Cross stamp, which is so conspicuous at this time, will be given to-day. This pic-

Armat Stoddart, of Grand Lodge,

Yields to Heart Disease. Armat Stoddart, a prominent master

Mason and librarian of the Grand Lodge, F. A. A. M.; died at his home, 3406

The funeral, under Masonic rites, will be held at the residence to-morrow at years old, of Jackson's alley, was sen-

TRIES TO PICK LOCK

Armstrong's Attempt to Escape is Frustrated.

CAUGHT IN ACT BY OFFICER

Story of Effort of Alleged Instigator of Plot to Blackmail Merchant to Escape from Cell on Night of His Arrest Becomes Known-Identified by Woman as Richmond Robber.

The story of how Alton Armstrong, wenty years old, one of the four alleged blackmailers accused by Harry Rosenthal, a young sporting goods dealer, made a last effort to escape the clutches of the law by picking a lock in his cell in the ory of the hospitalities which the com-pany had received at the last English in the Cairo apartments the night of De-Eighth precinct station after his arrest cember 14 became known last night. That Armstrong did not succeed in his attempt to gain his freedom was due to the watchfulness of Desk Sergeant Turter anywhere, no sadder Christmas could her, or the possibly be pictured. But they were of the sternest stuff and set at work at lock while making an inspection of the cell door ner, of the Eighth precinct station, who Turner crept to the cell door and caught Armstrong in the act, and

deny that he had been at work for sev-

rested in the Cairo with Benjamin Knott

by Detectives Baur and Cornwell. The

eral hours.

etectives escorted the prisoners to the Eighth precinct station and left for Takoma, D. C., where they arrested Mrs. Florence Bennett Knott, who was waitig for husband, James Bailey Knott. Armstrong and Benjamin Knott were of Kinsale; in 1803 the Americans took detectives warning the stationkeeper possession of Louisiana; in 1807 the emprohibiting and might attempt a dash for freedom. Armstrong was locked in cell No. shortly before noon, the policeman who Persecutions at the hands of the King's officers followed the organization of the church. One attempt to flee was frustrated, but after a second attempt they were able to get to Holland, where they settled at Leyden in 1609. For Mansfield, (1802). The birthday of James E. Oglethorpe, founder of Georgia (1696); William Ellery, American statesman (1727); George W. Crawford, Secretary of War under Taylor (1798); Franz Abt, composer (1819); Brig. Gen. J. K. F. Mansfield, (1802). The prisoners were visited several who for so many years has been London's best known composer.

The production of "Marriage a la Carte" is practically a new departure for the firm of Liebler & Co., its producers. With the exception of "The Vanderbilt Cup," the firm has never had anything to do with a light musical attraction. It lists among its attractions. ridor of the cell until he was within a

Turner heard a peculiar noise, and after listening a few minutes suddenly stepped before the cell door and confronted Armstrong.

few feet of the cell occupied by Arm-

Detected at Work.

"Caught in the act, ch?" said Turner.
"It's all off, I suppose," replied Armtrong, sinking to the cell bench with a sigh of resignation.

Turner then examined the lock. In the ceyhole was a short piece of strong steel, keyhole was a short piece of strong steel, peculiarly constructed and especially adapted to opening a lock. The fastening was a Yale lock, which explains why Armstrong had not forced it before being discovered. Turner tried to extract the piece of steel, but it was wedged in the keyhole so tightly that the desk ser-The great popularity of "Noodles" Fa. geant had to work for an hour before

"Where did you get this steel?" Tur-

"Oh, it was in my coat," replied Arm-

"Didn't you know you had to unlock the coor to the cellroom after you had Fagg and White in a "Bit of African- picked this lock?" queried the desk ser-

could have gotten out of this have got out of the cellroom, all said Armstrong with a laugh. act, and Arthur Krona, juggler and co- suddenly attacked whoever opened the door, with chances of overcoming the policeman and escaping from the station before its occupants realized what was

RIFLE TROPHIES PRESENTED When Lifeut. Judge was informed of Armstrong's attempted escape, he or dered that the prisoner be kept under surveillance and a policeman was sta-tioned at the door of Armstrong's ceil. Guards at the District jail, where Arm comedy skit, Geeham. Greenwood and to escape. He is probably the most carefully watched prisoner in the jail.

Armstrong's troubles were increased esterday when Mae Howard, of nond, Va., arrived in this city and identified him as the man who gagged, bound, and robbed her of \$48 in her room in a nouse in Richmond, on September 13. "Armstrong asked me to join him in a blackmailing scheme shortly after he met me," said the woman. "He said we could easily make \$1,000 without any trou-

and 30 cents. The programme will be such business and he went away. He principal. Dr. Myers presided over the visited me again in a few days and after. taking a drink from a bottle he grabbed e, stuffed a handkerchief in my mouth, and took \$48 from my stocking. He escaped, and it was some time before I was

VIGOROUS ACTION PROMISED. Historical Society Eager to Com-

plete the Maine Memorial.

forward to with interest, for the Yale boys scored a success here last winter has determined to take steps to see the sented the Business High School team The United States Historical Society Maine Memorial through to completion. Harry G. Colman, president of the soclety, has caused a notice to be issued to "The Red Cross Seal," an especially in- its members by the secretary, Capt. Hoteresting story written around the selec- mer J. Lockling, to attend a meeting to and medals.

a suitable monument in Washington to spective schools: L. Shore, of Business; the memory of the sailors who perished N. W. Miller, of Central; William of vaudeville. Mr. Semon is known the vaudeville. Mr. Semon is known the vaudeville world over as "The Narrow nounced by the management, promises to the recent American civic convention. In the explosion of the Maine, but the projection of the Maine, but the memory of the sailors who perished

Members of Columbia, No. 5, F. A. troduced and made a great speech. A. M., Enjoy Musical Numbers, F. A. A. M., enjoyed an excellent mus-

Masonic Temple, last evening. The Arcade,

A free-for-all race, open to all skaters in the District who have never won a interpolation by Mrs. S. V. Gusack, accompanied schools; Dr. W. B. Flietps, Central Tag.

Department yesterday by Rear Admiral the guests of the Rotal Tag.

Department yesterday by Rear Admiral the guests of the Rotal Tag.

Department yesterday by Rear Admiral the guests of the Rotal Tag.

Thomas F. MacAnally, D. C. N. G., and Seaton Schools; Dr. W. B. Flietps, Central Tag.

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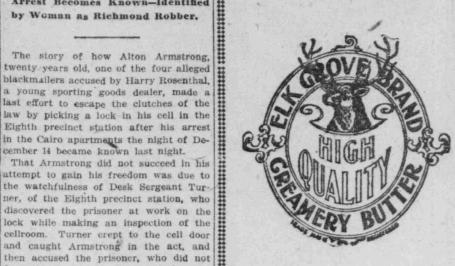
Thomas F. MacAnally, D. C. N. G. and Seaton Schools; Dr. W. B. Flietps, Central Tag.

Thomas F. MacAnally, D. C. N. G. and Schools; D Pierce, Helm, and Thompson, and selec- United States Cavalry. tions by the Masonic Quartet. After the entertainment, the lodge adjourned to the Crown Cafe, in New York avenue, where a sumptuous supper was served. About 150 persons attended.

Sentenced for Theft of Cable.

Elk Grove Butter

Will Be Served at Thousands of Xmas Tables.



T is the purest, Sweetest and Most Wholesome Butter made in America. Throughout the length and breadth of the country its popularity extends. It is made from the finest cream in the World-famous Elgin District. Through every step of its production the strictest sanitary methods are adhered to.

The most critical Butt r connoisseurs will

find in Elk Grove their ideal.

When ordering the Xmas Dinner supplies from the grocer PUT ELK GROVE BUTTER AT THE HEAD OF THE LIST.



Elk Grove Art Subject "Loraine" FREE!

Bring in your Coupons now and get the Elk Grove Art Subject Free. It is a work of art worth framing for your home.

> Save 5 1-lb. Coupons or 10 ½-lb. Coupons.

These Coupons will appear in the Elk Grove Cartons, Look for them.

Coupons Wiil Be REDEEMED AT THIS ESTABLISHMENT ONLY.

Elk Grove Butter Is Put Up in Air-tight Odorproof Cartons It keeps the butter pure, sweet, and free from con-

The purity of E k Grove Butter is in the package and handling. It is wrapped in parchment, put in the carton, which is wrapped and then sealed at both ends.

ALL FIRST-CLASS GROCERS SELL ELK GROVE BUTTER.

GOLDEN & CO., Sole District of Columbia Agents 922-928 Louisiana Ave

Sole District of Columbia Agents

High School Marksmen Are Given Medals Won in Competition.

Many Distinguished Men Among Speakers-N. W. Miller Wins Secretary of War Cup.

The prizes and trophies won in the recent rifle shooting competition of the Washington high schools were presented to the boys who won them, at the Me Kinley Manual Training School yester-"I told him I would not mix up in day morning, by Dr. George M. Myers assembly. Maj. Gen. Leonard Wood, Chief of Staff, U. S. A., made an address and presented the winning team of the McKinley school with the championship cup and medals. He also presented N. W. Miller, of Central High School, with the Secretary of War Cup, while Mr. Gude, president of the Cham ber of Commerce, presented him with the Chamber of Commerce Medal. Lieut. Gen. John C. Bater, president with the N. R. A. Cup, and medals to the individual members of the team. The members of Company "B," Central, were next to be called to the platform, and

they were presented with the Hibbs Cup The following boys received medals for It has long been contemplated to erect making the highest score in their reson, of Technical. The following boy were presented with "junior marksn medals: N. W. Miller, of Central; J. T. Hutchinson, of Technical; W. G. of Technical; G. L. Hurlebras, of Technical; E. B. Thomas, of Technical, and

L. Shore, of Business. other men who were present on the plat Members of Columbia Lodge, No. 5, form were: Mr. Alexander T. Stuart superintendent of schools; Mr. P. M. F. A. A. M., enjoyed an excellent mus-ical programme in their rooms, in the schools; Lieut. Albert S. Jones, secretary of the National Rifles Association; The programme consisted of a violin Dr. W. B. Hudson, physical director of solo by Mrs. S. V. Gusack, accompanied schools; Dr. W. B. Phelps, Central High

Pleading not guilty to a charge of attempting to defraud the Washington Gaslight Company, Andrew Beach, who was rrested in his hotel near North Capitol and E streets northwest yesterday, de-The theatergoing public who were so will be suitably rewarded.

The theatergoing public who were so will be suitably rewarded.

The theatergoing public who were so will be held at the residence to-morrow at years old, of Jackson's alley, was send to later the residence to-morrow at years old, of Jackson's alley, was send to later the residence to-morrow at years old, of Jackson's alley, was send to later the residence to-morrow at years old, of Jackson's alley, was send to later the residence to-morrow at years old, of Jackson's alley, was send to later the residence to-morrow at years old, of Jackson's alley, was send to later the residence to-morrow at years old, of Jackson's alley, was send to later the residence to-morrow at years old, of Jackson's alley, was send to later the residence to-morrow at years old, of Jackson's alley, was send to later the residence to-morrow at years old, of Jackson's alley, was send to later the residence to-morrow at years old, of Jackson's alley, was send to later the residence to-morrow at years old, of Jackson's alley, was send to later the residence to-morrow at years old, of Jackson's alley, was send to later the residence to-morrow at years old, of Jackson's alley, was send to later the residence to-morrow at years old, of Jackson's alley, was send to later the residence to-morrow at years old, of Jackson's alley, was send to later the residence to-morrow at years old, of Jackson's alley, was send to later the residence to-morrow at years old, of Jackson's alley, was send to later the residence to-morrow at years old, of Jackson's alley, was send to later the residence to-morrow at years old, or later

ADVERTISING TALKS.

WRITTEN BY WILLIAM C. FREEMAN.

VALUE.

At the November meeting of the AD MEN'S LEAGUE in New York the speakers discussed the relationship between the SALES AND ADVER-TISING DEPARTMENTS of a busi-

All of the speakers agreed upon one point-that THERE WAS ALWAYS A BETTER SALE FOR AN ADVER-TISED PRODUCT.

Two of the speakers spoke from the MANUFACTURER'S STANDPOINT, They acknowledged that SINCE AD-VERTISING HAD BECOME A FAC-TOR IN THE MANUFACTURING BUSINESS, the articles manufactured could be sold easier through publicity than through the old form of salesmanship, and that there was LESS DIFFICULTY IN MAINTAINING THE PRICE UNIVERSALLY.

The other two speakers talked from the retail standpoint. One, a retailer of some importance-said it was much easier to sell an article WITH A GOOD NAME and THAT WAS AD-VERTISED, than an unadvertised article-and, furthermore, that the PUBLIC DID NOT EVER EXPECT THEM TO CUT THE PRICE OF AN ADVERTISED ARTICLE.

There is no question about the power that is back of a good article when it it is talked about in the newspapers. There is no question about the RE-SPONSE TO THE ADVERTISE-MENTS OF A GOOD ARTICLE in good newspapers.

The retailer who spoke on this occa-

only fixed prices. He said it was a long struggle-more than a year before the tide turned. and then he began to see a GRADUAL INCREASE in his business-to hear from his customers APPROVAL of his

sion said that for many years he had

followed custom and permitted his

buyers to put on advertised articles

the usual EXTRAORDINARY

He kept this up for a number of

years, until he discovered, largely

through accident, that there was grad-

ual dissatisfaction creeping in among

his customers-complaints were made

that the values offered were not

REAL VALUES, so he made up his

mind that he would stop using COM-

PARATIVE VALUES and advertise

He said he would not go back to the old methods for all the money in the world-that the satisfaction he had in doing business in this manner was greater than the maximum profits he made years ago when this form of advertising seemed to be accepted as legitimate.

If a manufacturer produces an article of merit, let him by all means AD-VERTISE it and make its name known everywhere-back it up with quality and the right selling price and

success is his. If the retailer wants his business to grow right, let him advertise his merchandise at fixed prices and stand on a platform of integrity always.

(TO BE CONTINUED.)

EXPLOSION ON WAR SHIP.

Burned He Dies as Result. An explosion of coal gas in the bunkers of the battle ship Michigan, of the At- met yesterday afternoon at headquarlantic fleet, was reported to the Navy ters, 522 Sixth street northwest, and were

badly burned, and died a few hours

for about two years, nature on the vessels of the Atlantic Days," was given by Mrs. Charles

MEETING OF MOTHERS' CLUB.

Fireman on the Michigan So Badly Dr. Kress Gives Address on Tobacco's Effect on Boys. The Mothers' Club, of the W. C. T. U.

J. McCleary, a second-class fireman, was president of the club, occupied the chair. Devotional exercises were conducted by later. He was a native of Philadelphia, Mrs. Fred Beal, evangelistic superinwhere his mother, Mrs. Mary E. Mc. tendent. Dr. Kress, of the Washington Cleary, resides at 1232 South Forty-ninth Sanitarium, gave an address, "The Effect street. McCleary had been in the service of Cigarettes and Tobacco Upon the Boy." Miss Edith Maddox recited "Ta-This is the second accident of this bitha Tubbs," and a solo, "Some of These